



**TOWN COUNCIL SPECIAL WORK SESSION**

Wednesday, February 23, 2022, at 6:00pm in the Town Hall Conference Room  
Town Hall Conference Room

View online LIVE at <https://www.frontroyalva.com/673/Town-Hall-Live>

1. CLOSED MEETING – Interview for Board of Zoning Appeals Vacancy
2. Proposed Solution to Water Meter Waiver Request - Poe's River Edge LLC
3. Discussion of the Town's Building Department
4. Discussion on Draft Memorandum of Agreement (MOA) of the Board of Supervisors and Town Council for the Front Royal-Warren County Joint Tourism
5. CLOSED MEETING - Personnel
6. Adjourn



## Special Work Session Agenda Statement

Item # 01

Meeting Date: February 23, 2022

---

### CLOSED MEETING

#### **Motion to Go into Closed Meeting**

I move that Town Council convene and go into Closed Meeting for the discussion, consideration, assignment, appointment, promotion, performance, demotion, salaries, discipling or resignation of specific public officers, appointees or employees of any public body specific to an interview for Board of Zoning Appeals Vacancy, pursuant to Virginia Code Section 2.2-3711.A.1 of the Code of Virginia.

#### **Motion to Certify Closed Meeting at its Conclusion** *[At the conclusion of the Closed Meeting, immediately re-convene in open meeting and take a roll call vote on the following:]*

I move that Council certify that to the best of each member's knowledge, as recognized by each Council member's affirmative vote, that only such public business matters lawfully exempted from Open Meeting requirements under the Virginia Freedom of Information Act as were identified in the motion by which the Closed Meeting was convened were heard, discussed or considered in the Closed Meeting by Council, and that the vote of each individual member of Council be taken by roll call and recorded and included in the minutes of the meeting of Town Council.



## Special Work Session Agenda Statement

Item # 02

Meeting Date: February 23, 2022

---

**Agenda Item:** Proposed Solution to Water Meter Waiver Request – Poe’s River Edge LLC

**Summary:** As a continuation of Council’s Work Session held on Tuesday, February 15, 2022, staff was directed to give Council a solution to the request from Poe’s River Edge LLC.

**Budget/Funding:**

**Staff Recommendation:** Council takes formal action at a council regular meeting.



## Special Work Session Agenda Statement

Item # 03

Meeting Date: February 23, 2022

---

**Agenda Item:** Continued Discussion Pertaining to the Town's Building Department

**Summary:** As a continuation of Council's Work Session held on Tuesday, February 15, 2022, Council has asked that staff answer various questions and concerns presented at the work session as it relates to the Town's New Building Code Division. In addition, staff will present funding options for operating a Town's Building Code Division

**Budget/Funding:** The current Building Code Division goal is for funding to be self-sufficient where the applicates for the permits covers the 3<sup>rd</sup> party plan review and permits. The permit application fees are to cover the Permit Technician salary. Currently Warren County is subsidized with general funds to offset their Building Code's operation.

**Staff Recommendation:** Council takes desired action



## Special Work Session Agenda Statement

Item # 04

Meeting Date: February 23, 2022

---

**Agenda Item:** Discussion of Draft Memorandum of Agreement (MOA) of the Board of Supervisors and Town Council for the Front Royal-Warren County Joint Tourism

**Summary:** As a continuation of Council's Work Session held on Tuesday, February 15, 2022, Council received a revised MOA from Supervisor Oates approximately 3 hours before the work session not giving Council enough time to review the document. With this in mind, it was requested to add it to this work session for discussion.

**Budget/Funding:** Town's match per MOA \$200,000 each fiscal year. FY22 balance is being proposed to carry over in FY23.

**Staff Recommendation:** Council takes desired action. Formal approval at a regular council meeting is required before approving the MOA.

# Memorandum of Agreement

*Of the Board of Supervisors of Warren County  
And the Town of Front Royal*

## FRONT ROYAL–WARREN COUNTY JOINT TOURISM

This **MEMORANDUM OF AGREEMENT** made this \_\_\_\_\_ day of \_\_\_\_\_, 2022 by and between the **Town of Front Royal, Virginia**, hereinafter referred to as the “Town”, and the **County of Warren, Virginia**, hereinafter referred to as the “County”, collectively hereinafter referred to as the “Parties”, stipulates that the Parties agree to the following:

### I. PURPOSE

Since June 21, 1993, the Town had been responsible for funding the Visitor’s Center and tourism for the community as most hotels, motels, and restaurants that benefitted from tourism were located inside the limits of the Town. However, there was significant growth of the lodging industry in the County and outside of the Town’s limits. As a result, the County adopted an ordinance that increased the transient occupancy tax from two percent (2%) to five percent (5%). This increase became effective on July 1, 2017.

Upon the County adopting ordinance, the Parties entered into a Memorandum of Agreement that established the Front Royal-Warren County “Joint Tourism Advisory Committee”, hereinafter the “Committee”. The Parties wished to put additional resources into branding and marketing the community as a destination and to provide additional support and to enhance the restaurants, lodging establishments, and the many amenities to the community. The Parties appointed the Advisory Committee to advise, assist, support, and advocate for tourism policies, program, and activities to market and promote Front Royal-Warren County and its environs, and to serve as the “local tourism industry organization” referred to in Section 58.1-3819 of the Code of Virginia, as amended.

In January 2021, the Parties entered into an updated Memorandum of Agreement, tasking the Committee to direct, promote, and manage tourism development in the Front Royal and Warren County community after the Parties mutually selected a **tourism marketing firm to set up a “Destination Marketing Organization”, hereinafter referred to as “DMO”**. The procurement method was competitive negotiation, pursuant to the Virginia Public Procurement Act, where the Town solicited and subsequently publicly contracted with **the tourism marketing firm**. While the County was assigned fiscal responsibility, both Parties equally appropriated and contributed to payment upon Committee approval.

Presently, all appropriations, roles, and responsibilities of the Committee and Parties shall remain until a 501c6 non-profit organization titled Discover Front Royal is established by the Committee. Discover Front Royal shall become the DMO of Front Royal and Warren County and shall serve as the sole tourism authority for the Parties. Any tourism expenditures outside the obligations shall coordinate with Discover Front Royal. In partnership with the Town of Front Royal's Special Event Policies and Procedures, special events categorized as a "Community Gathering" or "Community", may be hosted by the Parties.

## II. DEFINITIONS

**Local Lodging Partner** – Referred to in Va. Code § 58.1-3819 of the Code of Virginia as amended includes hotels, motels, boarding houses, travel campgrounds, and other facilities offering guest rooms rented out for continuous occupancy for fewer than 30 consecutive days.

**Tourism** - In accordance with Code of Virginia § 58.1-3819 and the Town of Front Royal Special Event Permit Policies and Procedures, as amended, attracts travelers to the locality, increases occupancy at lodging properties, and generates tourism revenues in the locality.

**Community Gathering/Event** – Referred to in the Town of Front Royal's Special Event Permit Policies and Procedures, as amended, draw attendance less than 1,000 people, and are intended, in general to benefit the residents of Front Royal and Warren County.

## III. OBLIGATIONS

The Committee shall:

1. Create a 501c6 organization named Discover Front Royal. Once the non-profit is created, the Committee shall dissolve.

Discover Front Royal shall:

1. Become the Virginia Tourism Corporation's (VTC) "Destination Marketing Organization" of record.
2. Accept transfer of all assets, social media, and any other content previously created for and associated with "Discover Front Royal".
3. Manage the Plan of Work and Visitors Center by directing and promoting tourism in the Front Royal-Warren County community to increase overall tourism revenue.
2. Submit and present upcoming fiscal budget by January 1<sup>st</sup> each year to the Parties that includes the budget, funding plan, and all grants, donations, and gifts.
3. Be funded at a minimum by the transient occupancy tax dedicated to tourism by the County and matched equal by the Town.
4. Select and appoint non-profit Board Members.
5. Encourage individuals, businesses and both Parties to achieve "Goals of Parties" outlined in section IV.

The Town of Front Royal shall:

1. Designate one member of Council and one member of Town staff to the Discover Front Royal Board as non-voting members to achieve “Goals of Parties” outlined in section IV.
2. Fund Discover Front Royal at a minimum the transient occupancy tax dedicated to tourism by the County and provide an equal match.
3. Lease the Visitors Center to Discover Front Royal.
4. Transfer the VTC “Destination Marketing Organization” recording to Discover Front Royal.
5. Transfer of all assets, social media, and any other content previously created for and associated with “Discover Front Royal” to the Discover Front Royal non-profit organization.

The County of Warren, Virginia shall:

1. Designate one member of the Board of Supervisors and one member of County staff to the Discover Front Royal Board as non-voting members to achieve “Goals of Parties” outlined in section IV.
2. Annually budget and equally appropriate to Discover Front Royal, at a minimum, the amount of its transient occupancy tax designated for tourism and travel marketing based upon Section 58.1-3819 of the Virginia Code, as amended.
3. Fund at a minimum the transient occupancy tax dedicated to tourism and matched equal by the Town.

#### IV. GOALS OF PARTIES

1. *Citizen Understanding* - Increase the economic value of tourism and travel to the Town of Front Royal and County of Warren and its citizens and businesses and encourages inter-community collaboration on all matters relating to tourism development and promotion.
2. *Tourism*- Broaden awareness of the community's existing attractions, both natural and man-made, its heritage and historic sites, and services provided for travelers. This effort shall include awareness within the tourism industry and among the traveling public, with emphasis on regional initiatives whenever possible.
3. *Hospitality* - Ensure that travelers to and through Front Royal-Warren County are served hospitably and have ready access to information on tourist services and points of interest.
4. *Tourism Development* - Pursue with the two Economic Development Authorities of both Parties, an overall economic development program to include the development of additional visitor accommodations such as lodging and conference facilities, restaurants, campgrounds, public parks, and other attractions.



5. *Scenic Beauty* - Encourage programs whose purpose(s) are to preserve and enhance the scenic beauty of the Parties, particularly along its public highways.

V. AMENDMENTS

This Memorandum of Agreement may be amended or altered in whole or in part upon approval by the Front Royal Town Council and the Warren County Board of Supervisors. This Memorandum of Agreement may be terminated by either party within ninety (90) days written notice given to the other party.

DRAFT

Approved by the County of Warren Board of Supervisors on the \_\_\_\_ day of \_\_\_\_\_, 2022.

**FOR THE COUNTY OF WARREN, VIRGINIA**

\_\_\_\_\_  
Cheryl L. Cullers, Chair, Board of Supervisors

Attest:

\_\_\_\_\_  
Dr. Edwin C. Daley, County Administrator

Approved by the Front Royal Town Council on the \_\_\_\_ day of \_\_\_\_\_, 2022.

**FOR THE TOWN OF FRONT ROYAL, VIRGINIA**

\_\_\_\_\_  
Chris W. Holloway, Mayor, Town of Front Royal

Attest:

\_\_\_\_\_  
Tina L. Presley, Clerk of Town Council

Approved as to Form:

\_\_\_\_\_  
Caitlin W. Jordan, Senior Assistant County Attorney, County of Warren, Virginia

\_\_\_\_\_  
George Sonnet, Assistant Town Attorney, Town of Front Royal



## Special Work Session Agenda Statement

Item # 05

Meeting Date: February 23, 2022

---

### CLOSED MEETING

#### **Motion to Go Into Closed Meeting**

I move that Town Council convene and go into Closed Meeting for the discussion, consideration, assignment, appointment, promotion, performance, demotion, salaries, disciplining or resignation of specific public officers, appointees or employees of any public body specific to the performance of the Town Manager including the role as Executive Director of the Front Royal Economic Development Authority, pursuant to Virginia Code Section 2.2-3711.A.1 of the Code of Virginia.

#### **Motion to Certify Closed Meeting at its Conclusion** *[At the conclusion of the Closed Meeting, immediately reconvene in open meeting and take a roll call vote on the following:]*

I move that Council certify that to the best of each member's knowledge, as recognized by each Council member's affirmative vote, that only such public business matters lawfully exempted from Open Meeting requirements under the Virginia Freedom of Information Act as were identified in the motion by which the Closed Meeting was convened were heard, discussed or considered in the Closed Meeting by Council, and that the vote of each individual member of Council be taken by roll call and recorded and included in the minutes of the meeting of Town Council.